

June 29, 2012

To: Executive Board

Subject: **College Pass Program Update**

Recommendation

Receive and file the Foothill Transit College Pass Program Update.

Background

In June 2007, Foothill Transit executed a Memorandum of Understanding (MOU) with Rio Hondo Community College to increase bus ridership by full-time Rio Hondo Community College students. The MOU allowed eligible full-time Rio Hondo students access to Foothill Transit's service.

The terms of the GoRIO MOU stipulated that the college would subsidize student ridership on Foothill Transit's service at the rate of \$4,779 per semester. This rate was based on the then-current annual student ridership. The current subsidy rate for the GoRIO program is \$5,000 per semester.

Based on data available from our fare collection system the average fare per boarding since January 2012 is \$0.35. Foothill Transit recently reviewed the overall program ridership and subsidy rate with Rio Hondo Community College representatives, and began renegotiations of the MOU. Rio Hondo Community College has agreed to a graduated increase of their semester payments that will eventually put the average fare per boarding more in line with system-wide figures. Under the new agreement, payments for the 2012-2013 academic year will total \$17,500, or an additional \$3,750 per semester over the current agreement. The MOU will be revisited in the next academic year after a through ridership analysis.

In early 2010, members of the Foothill Transit administrative team met with representatives of Pasadena City College (PCC) to discuss implementing a program similar to the GoRIO program. Those discussions led to the evolution of the I-TAP program that allows full-time PCC students who load the I-TAP product onto their TAP cards to ride Foothill Transit's service.

The terms of the PCC MOU stipulate that the college subsidizes student ridership on Foothill Transit's service at the rate of \$30,000 per semester. This rate was based on the then-current estimated annual student ridership. Based on data available from our fare collection system the average fare per boarding since January 2012 is \$1.18. Discussions with PCC representatives are currently underway to extend the current MOU duration from a one semester term to one year.

Analysis

By way of comparison, the table below summarizes Foothill Transit's average fare per boarding by 31-Day pass type:

Adult	Student Local	Senior/Disabled/Medicare Local	Discount Silver Streak	Silver Streak	Express	All Passes
\$1.184	\$0.936	\$0.472	\$1.453	\$2.593	\$3.735	\$1.706


Over the past several years, members of the administrative team have met with representatives of Citrus College, Cal Poly Pomona, and Mt. San Antonio College to discuss the possibility of implementing student ridership programs. Discussions continue with these institutions as we're able to present more reliable student ridership data now that Foothill Transit's new fareboxes and reporting system are capable of providing much more accurate and usable information.

Discussions are also currently underway with representatives of the Claremont University Consortium and the City of Claremont to determine the feasibility of a similar program for the University community. The challenge that will be faced with this program is the potential need to reroute at least one line so that it better serves the campus community. The reroute is likely to result in an increase in operating cost on that line.

Budget Impact

This is a status update item only. There is no budget impact.

Sincerely,


Felicia Friesema
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Executive Director